



LAUREA
UNIVERSITY OF APPLIED SCIENCES

Prime Mover

Brand Image of White Wine

Case: Jiulongzui Co.Ltd, China.

Zhao Yue

2011 Leppävaara

Laurea University of Applied Sciences
Laurea Leppävaara

Brand Image of White Wine
Case: Jiulongzui Co.Ltd, China.

Yue Zhao
Degree Programme
in Business Management
Bachelor's Thesis
April, 2011

Yue Zhao

Brand Image; Case: Jiulongzui Co.Ltd, China.

Year	2011	Pages	49
------	------	-------	----

At present, the competition between companies is intensive. In the 21st century, companies want to survive business and create competitive advantages, and brands are of crucial importance. Currently the consumption of white wine in China's Hebei Province is relatively high and all wine companies want to have a chance to grow. There are three main white wine brands in the local market of Hebei Province: Jiulongzui, Bancheng and Hengshui. The competition between the three is intense in both the consumer market and business market.

The purpose of this study is to compare the advantages and disadvantages of iulongzui's brand of white wine compared with its two competitors and to find a suitable brand-building strategy in the business-to-business market. The key research question is how to creat a strong brand by improving the brand image and supported by marketing tools.

The theoretical background of this thesis comprises theories concerning marketing management and marketing communications based on brand management, brand concept, brand-building process and brand image. This study will concentrate on the business-to-business market.

The empirical study of this thesis was accomplished using quantitative research methods, which involved a questionnaire. The questionnaire was designed on the basis of a theoretical study related to brand image, communications and characteristics of brand. The data was gathered via email.

The research result in conclusion is to show effective suggestions for the case company to adjust its brand-building strategy in Business-to-business market.

Key words marketing, business-to-business market communications, brand, brand image

Table of contents

1. Introduction	6
1.1 Background of the study	6
1.2 Case company.....	6
1.3 The purpose of the thesis.....	7
1.4 Research approach	7
1.5 Theoretical approach.....	7
1.6 Framework of this thesis.....	8
2. Theoretical background	9
2.1 Marketing	9
2.1.1 Concept of marketing	9
2.1.2 Business-to-business marketing mix	12
2.1.3 Marketing communications.....	13
2.2 Brand	16
2.2.1 Brand concepts and power of the business brand.....	16
2.2.2 The process of branding and concepts	18
2.2.3 Brand image and positioning	22
2.2.3.1 Brand image.....	22
2.2.3.1.1 Strength of brand associations	22
2.2.3.1.2 Favorability of brand associations.....	23
2.2.3.1.3 Uniqueness of brand associations.....	23
2.2.3.2 Brand positioning	23
2.2.4 Brand loyalty.....	24
2.2.5 Brand equity and Value of brands.....	24
2.3 Theoretical summary	26
2.4 Theoretical framework.....	26
3. Research approach	27
3.1 Research process	27
3.2 Validity and reliability.....	29
4. Empirical study.....	29
4.1 Result of the research and analysis	31
5. Conclusions and recommendations	38
5.1 Conclusions	38
5.2 Recommendations.....	38
6. Theoretical linkage.....	39
7. Summary	40
LIST OF REFERENCES.....	40
LIST OF FIGURES.....	44
LIST OF TABLES	45

APPENDICES 46

1 Introduction

1.1 Background of the study

In the 21st century companies want to succeed in business, create competitive advantages, find opportunities to grow and it is all about the brand. Creating a memorable brand and keeping it in the customers' minds are the core elements of success in business and it requires a long time of commitment. A brand is not just a symbol, a logo, a slogan or a package design. It is neither just a promise that a company makes to customers. It is the image of the product in the market, and the whole perception of the customer's idea towards the company. A brand is an invisible and valuable asset to the company and can make benefits for both customers and companies. Nowadays companies take serious action to building a brand in the local market and global market. The amount of brands is growing day by day.

In China, the market share of white wine is increasing quite rapidly and there have been some changes in wine patterns, the situation being the same in the local market of Hebei Province. In recent years many kinds of new white wine products have appeared in Hebei, which have made the market intensive competitive. The key for companies to increase profits and strengthen reputation for obtaining a bigger market share, is to strengthen communication with customers.

1.2 Case company

In this thesis the target company is Chengde Jiulongzui Co, Ltd. Jiulongzui is a company producing white wine, located in Chengde City, Hebei province, China. It was established in 1997 and currently employs 550 workers. The capital of Jiulongzui is about 120 million yuan and it owns 12 modern product lines. During the whole year the output of wine is approximately 20000 tons and 10000 tons of the drinks. The products include 36°, 38°, 42°, 58° and 72° wines, and recently became the local famous brand in Hebei province, especially the leading Jiulongzui name of the wine product. The main materials of that product are wheat and kaoliang both in good quality. That is why this company is well-known in local market.

In China, supermarkets have in recent years become the main force for selling wines and drinks. All of the wine brands want to occupy limited market place. Hence the problem for Jiulongzui co Ltd is whether the supermarkets will choose it or not. But the problem is not only that. Many years ago Jiulongzui already entered the Kuanguang supermarket, which is quite a popular medium size supermarket in Hebei, but sales are still not good compared with

the other two big competitors, Hengshui and Bancheng. Although these companies are all located in Hebei province, and the products are also similar to each other, the difference is that the brands of Hengshui and Bancheng are more successful than Jiulongzui.

1.3 The purpose of the thesis

The purpose of this thesis is to clarify the brand image of Jiulongzui 38° wine by using a standardized quantitative research method and compared with two other competitive wine products. Jiulongzui has a shorter history compared with two competitors hence it needs more marketing communications. In this thesis the second goal is to found effective promotions.

The objective of this thesis is to compare Jiulongzui's advantages and disadvantages with two competitors to show suitable brand-building strategy in Business-to-business market. The conclusion shows the result of the research and makes suggestions on how to build a strong brand in Business-to-business market that should be implemented in Jiulongzui Company.

1.4 Research approach

The research is based on the situation mentioned above and will demonstrate which problems Jiulongzui really has compared with the two competitors and how to make a change to build brands strongly. As stated before, supermarkets are the main customers in Business-to-business market and their supervisors' comments are valuable in helping Jiulongzui to find out its problem and then modify its marketing strategy. Therefore, there are 200 supermarkets selected and the target group is the Kuanguang Supermarket which is selling Jiulongzui products in Hebei. Kuanguang is a medium-sized supermarket and it owns 300 supermarkets in Hebei. In order to more easily show 200 supermarket supervisors' ideas and suggestions, the quantitative research method is used and it includes the questionnaire. Each question is logically and theoretically related to the key research question of this thesis.

1.5 Theoretical approach

In this thesis there are three sections and they concentrate on marketing management, marketing communication and brand building.

In the marketing management section, the concept of marketing, business-to-business marketing mix and the differences between business-to-business marketing and business to consumer marketing are introduced. While the marketing communication is also explained.

The section of brand building states the description of brand and the power of a business brand, the explanation of the business-to-business brand building process, as well as the brief definitions of brand image, brand loyalty and brand equity.

1.6 Framework of this thesis

Below there is shown a detailed structure of this study. Please see figure 1 to have a more simplified overview of this study.

Chapter one shows the introduction of this thesis consisting of the background of the thesis, information of the case company, research context approach and the purpose of this thesis.

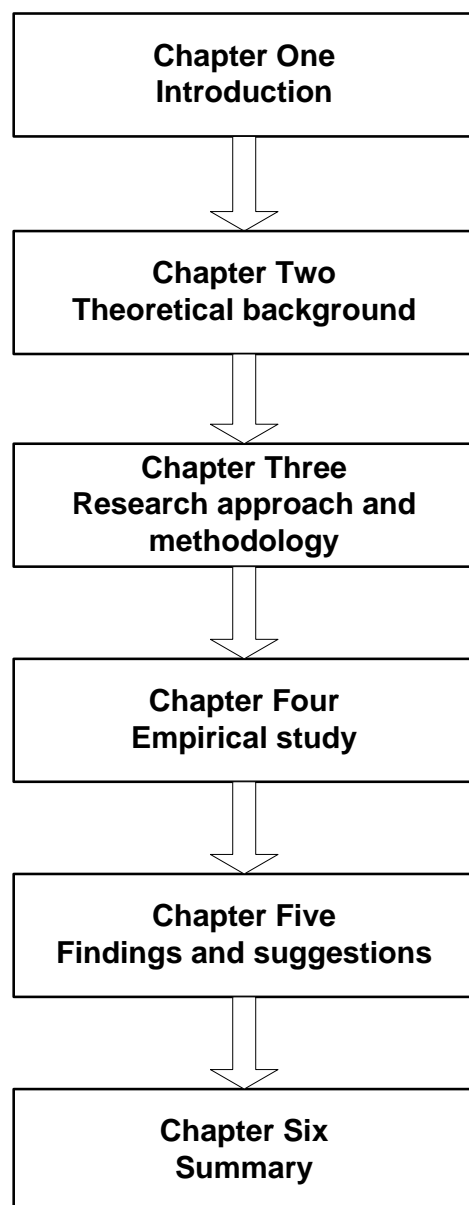


Figure 1. The structure of thesis

The theoretical background chapter shows the concept of the marketing, business-to-business marketing mix, the differences between business-to-business marketing and business-to-consumer marketing and marketing communication. A concept of brand, the business power of a brand, and the description of the business-to-business brand building process are also discussed. The brief concept of brand image, brand loyalty and brand equity are introduced afterwards.

The third chapter explains the research method, process and methodology of this thesis.

The empirical chapter shows the description of the case company and the content of an interview with marketing manager of the company, as well as the analysis of the research results.

The fifth chapter presents the findings and suggestions. The findings are based on the result of the research, and suggestions are combined with findings and previous theory.

The last chapter summarizes the whole thesis.

2 Theoretical background

The following part is the theoretical framework, which is relevant for this thesis. The objective of the theoretical section is to provide the foundational comprehension and support the experiential study, and consequently to enable an understanding of the whole idea of the thesis.

2.1 Marketing

2.1.1 Concept of marketing

Evans and Berman (1994, 11) clarified that marketing can be considered into two classifications: classical (narrow) definitions and modern (broad) definitions. (Evans & Berman 1994, 11)

Marketing is defined in classical terms “the performance of business activities that direct the flow of goods and services from producer to customer or user.”

These classical definitions of marketing are limited because they concentrate too much on activities of economic goods and services. An exact definition should cover organizations, places, ideas and people. All definitions must focus on the consumer. Marketing should concern two aspects that include expending demand and regulating demand to match supply, while the modern definition of marketing is broader than the classical definition. (Evans & Berman 1994, 11)

Kotler (1997, 45) showed the simple concept of marketing as marketing is to know and meet social and people's needs. There is one short and good definition of marketing: meeting needs and at the same time making benefits. (Kotler 1997, 45)

For example, Ikea invented knockdown furniture to meet customer needs, because Ikea knows that people want good quality furniture but for a low price. It demonstrates that nowadays firms concentrate on putting their own and social needs into a profitable business environment.

In firms some managers believe that marketing is "the art of selling products," many people are surprised when they realize that selling is not the most important thing in marketing. Peter Drucker, a well-known management theorist, stated the aim of marketing:

"The aim of marketing is to know and understand the customer so well that the product or service fits him or her and sells itself." (Kotler 1997, 45)

According to Kotler (1999, 3), "marketing is typically seen as the task of creating, promoting, and delivering goods and services to consumers and businesses." However, there are ten types of entities that are in the market for marketing people: goods, services, experiences, events, persons, places, properties, organization, and ideas. (Kotler 1999, 3)

Marketing has many concepts that are defined by different people day by day. Originally, a "market" is practically to indicate the seller and buyer exchanging the goods. (Kotler 1999, 8)

Figure 2 below shows the relationship of the industry and the market. The seller can be seen as the industry and the buyer can be viewed as the market. There are four flows indicating the connection between the seller and the buyer. (Kotler 1997, 49)

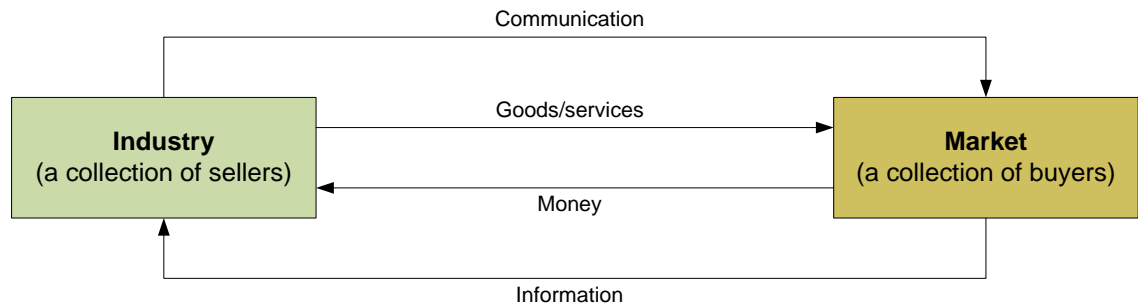


Figure 2 A simple marketing system (Kotler 2009, 49)

According to this figure, the seller gives service, goods and communications to the buyer and the seller gets money and information as the return from the buyer. The inside circle indicates an exchange of money for goods and service, and the outside circle indicates an exchange of information. (Kotler 1999, 8)

Modern economies fulfill the markets. Figure 3 below shows the five basic markets and their mutual connecting relationship. (Kotler 1999, 9)

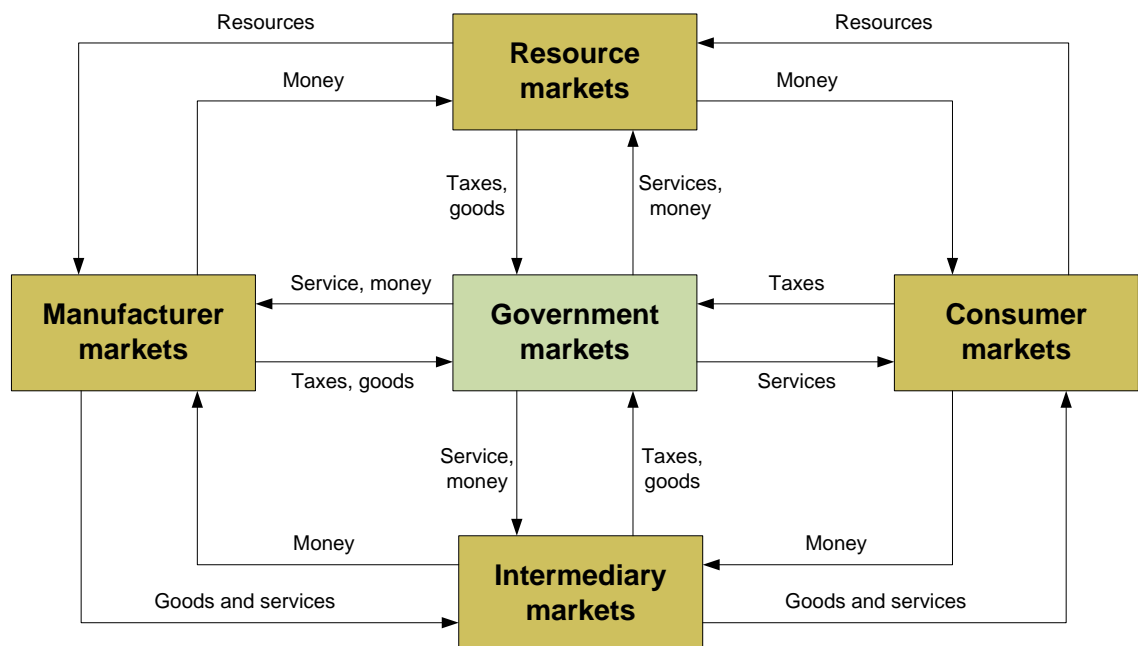


Figure 3 Structure of flows in a modern exchange economy (Kotler 2009, 49)

This figure demonstrates that manufacturers buy resources from resource markets and then turn the resources into goods and services. The finished products will be sold to the intermediaries, and intermediaries will sell them to consumers. Consumers sell their labor to the resource markets for receiving money back in order to buy themselves products and services. That is the circle. This thesis will focus on intermediary markets while the consumer market is a too big content to be analyzed in this thesis.

2.1.2 Business-to-business marketing mix

The marketing mix can be defined as “the set of marketing tools that firms use to pursue its marketing objectives in the target market.” (Kotler 2003, 15)

In the market marketers have many tools to receive the desired responses from the target markets. And the marketing mix includes the tools showed below in the figure 4 (Kotler 2003, 15)



Figure 4 The four P components of the marketing mix

According to this figure the marketing mix consists of four elements: product, price, promotion and place. McCarthy classified these four groups of the marketing mix as the four Ps of marketing. Under each P there are some particular marketing variables. Marketers often manage or make solutions regarding those four elements for instance setting a price and choosing places where marketers can access the offerings in order to exceed customer expectations. (Kotler 2006, 62- 63)

Marketing can be defined as business-to-business marketing and consumer marketing. Definition of consumer marketing is “a set of processes of companies or organizations that provides products or services that fulfill customer’s needs”, while business-to-business marketing is “the process of matching and combining the supplier capabilities with the desired outcomes of the customers to create value for customers of both organizations”. The four Ps mentioned above are suitable for business-to-business marketing as well, but they still differ between business-to-business marketing and consumer marketing. In consumer marketing defined the product as the core products or services, but in business-to-business market the product is not just the product itself. In consumer marketing the core product could get value added by adding extra features and choices that put in different target markets, including the products’ nature and quality, design etc. In business-to-business marketing the product as whole offer provides a complete solution to the buyer’s needs according to the buyer’s preferences, including financing, service personnel training, delivery etc. (Vitale & Giglierano 2002, 5)

In business marketing the price could be negotiable but in consumer marketing the price is fixed. Usually in business marketing there is a discount as an allowance of the total price that benefits the buyer. And the term of place in consumer marketing differs from that in business market, and the difference concerns the length and the channels concentration. The term of promotion involves advertising, sales promotion, personal selling and public relationship. In business-to-business marketing the most effective promotion is by sales personnel who play an important role, and in consumer marketing that is by advertisement. The duration of the relationship between buyer and seller in business-to-business marketing is longer and closer than in consumer marketing. (Vitale & Giglierano 2002, 6-8)

There are some differences between customer marketing and business marketing. They can be seen in table 1.

2.1.3 Marketing communications

There are five promotion modes of communication, which belong to the marketing communications mix. These five modes are: advertising, sales promotion, public relations and publicity, sales force and direct marketing. In order to communicate effectively, marketers should notice the fundamental elements that are under the effective communication. It can be seen from table 2. (Kotler 2003, 550)

1. Advertising

Advertising is the most important part in consumer markets, but in business-to-business markets it still has a role, that can be seen as monologue. It is an impersonal mass communication but cannot return any direct feedback. The costs of advertising are high. However it allows repeating the message several times. For delivering the message and appealing to senses and emotions of the target group, advertising is very effective. However, sometimes both in business-to-business buying decision process and in consumer buying decision process advertising can not be effective when making the final purchase choice. (Vitale & Giglierano 2002, 425)

Business-to-business	Consumer
Market Structure	
Geographically concentrated	Geographically dispersed
Relatively fewer buyers	Mass markets, many buyers
Oligopolistic competition	Monopolistic competition
Buyer Behavior	
Professionally trained	Individual purchasing
Purchasing personnel	Family involvement, influence
Functional involvement at many levels	Social/psychological motives predominate
Task motives predominate	
Buyer-Seller Relationship	
Technical expertise an asset	Less technical expertise
Interpersonal relationship between buyers and sellers	Nonperson relationships
Significant information exchanged between participants on a personal level	Little information exchanged between participants on a person level
Stable, long-term relationship encourage loyalty	Changing, short-term relationships
	Short-term relationship encourage switching
Channel	
Shorter, more direct	Indirect, multiple relationships
Demand	
Derived	Direct
Inelastic	Elastic
Volatile	Less volatile
Discontinuous	

Table 1 Business-to-business versus Consumer marketing-Summarizing the differences (Vitale & Giglierano 2002, 10)

2. Sales promotion

Focusing on consumer markets, sales promotion tools are contests, samples and coupons, while in business-to-business market they use sales meetings, trade shows, and exhibits. The sellers supply value to the customers thus it can build up customer loyalty. While they are rewarded on a short run result, paying close attention to invite the customers to purchase in

Advertising	Sales promotion	Public Relations	Personal Selling	Direct Marketing
Print and broadcast ads	Contests, games, sweepstakes, lotteries	Press kits	Sales presentations	Catalogs
Packaging-outer	Premiums and gifts	Speeches	Sales meetings	Mailings
Packaging inserts	Sampling	Seminars	Incentive programmes	Telemarketing
Motion pictures	Fairs and trade shows	Annual reports	Samples	Electronic shopping
Brochures and booklets	Exhibits	Charitable donations	Fairs and trade shows	TV shopping
Poster and leaflets	Demonstrations	Sponsorships		Fax mail
Directories	Coupons	Publications		E-mail
Reprints of ads	Rebates	Community relations		Voice mail
Billboards	Low-interest financing	Lobbying		
Display signs	Entertainment	Identity media		
Point-of-purchase	Trade-in allowances	Company magazine		
Audiovisual material	Continuity programs	Events		
Symbols and logos	Tie-ins			
Videotapes				

short term. (Vitale & Giglierano 2002, 425-426)

Table 2 The common communication platforms (Kotler 2003, 551)

3. Personal selling

Personal selling is the first driver in making effective relationships, because in sales the seller and customer can get closeness of the personal interactions. (Vitale & Giglierano 2002, 424) Nowadays personal selling is the most useful tool for the company. It allows the seller to receive the valid responses from the buyer, and on the other hand the buyer gets their needs satisfied, problems solved and solutions figured out. (Kotler 2000, 565)

4. Public relations

Public relations aim to improve the image of company to a more positive way by message. A company may transmit this message by media, organizations and news. Usually this tool supplies a high credibility and it will get much more responses than basic advertising. The activities consist of special events, press tours, trade shows and conferences. (Vitale & Giglierano 2002, 427-428)

Based on Pelsmacker, the role of marketing communication “is to communicate the essence of brand personality and provide the continuity for a partnership between the brand and the customer”. (Pelsmacker et al 2007, 57)

2.2 Brand

The ability to create, maintain, enhance and protect brands is the most special skill of professional marketers. Some brands state a price suitably and lead deep consumer loyalty, for example Sony and Nike. Some newer brands concentrate on knowing better consumer and market needs, for instance Google, Red bull and EasyJet. (Kotler 1997, 276)

2.2.1 Brand concept and power of the business brand

The American Marketing Association states a brand as “a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors.” Therefore brand is a product or service, which satisfies the same needs as other products or services do. But the differences between them are more useable, more reasonable or more tangible if related to product performance of the brand. While if related to what the brand represents they may also be more emblematical, more emotional or more intangible. (Kotler 1997, 276)

The brand can be simplified and made easier to understand. That can be looked as equally important with the tangible marketing communications elements, and which are supported by advertising, jingles, logos, taglines and so on. Of course a brand is much more than that. (Kotler 2006, 5)

There are some key elements making easier to understand what the brand is and making clearly that brand cannot be build by creating some interesting advertisement. (Kotler 2006, 5)

A brand is a promise and is the whole perception- whatever you see, read, know, hear, feel,

think and so on. It is all about a product, service, or business. Based on bygone experiences, connections, and future views of customer, a brand could have a main position into customer mind, can be looked as a cutoff for attributes, and could decrease complexity, beliefs and values that differentiate and simplify the decision making process and benefits.

One point that should be noticed is that a brand can be looked as a promise to the customers, but the brand promise should be clearly defined, needs to be connected, suitable and meaningful, and cannot be exaggerated by the marketing promises.

There are many companies, whose brands exactly have existed over hundred years, and therefore establishing a brand for those B2B companies is not a new invention. (Kotler 2006, 50) please see table 3:

Saint-Gobain (1665), Siemens (1847), Bosch (1886), General Electric (1894), Goodyear (1898),	Daimler (1901), General Motors (1908), UPS (1913), IBM (1924), Caterpillar (1925), Hewlett-Packard (1939), Tetra Pad (1951), FedEx (1973), Microsoft (1975)
--	---

Table 3. B2B brand history (Kotler 2006, 50)

Establishing a brand is not an easy job, even in the high-speed society of today. It cannot be established over one night. When the brands are successfully built, they become the most important assets to a company. And an enduring brand could help build an emotional bridge from customers to the company and bring businesses more leverage. Most brands are the real reason for the companies to make success and exist. Therefore, some companies have future sight and set their business standard with brands. The brand has some roles in B2B market. They are being summarized in figure 7. (Kotler, 2006, 51)

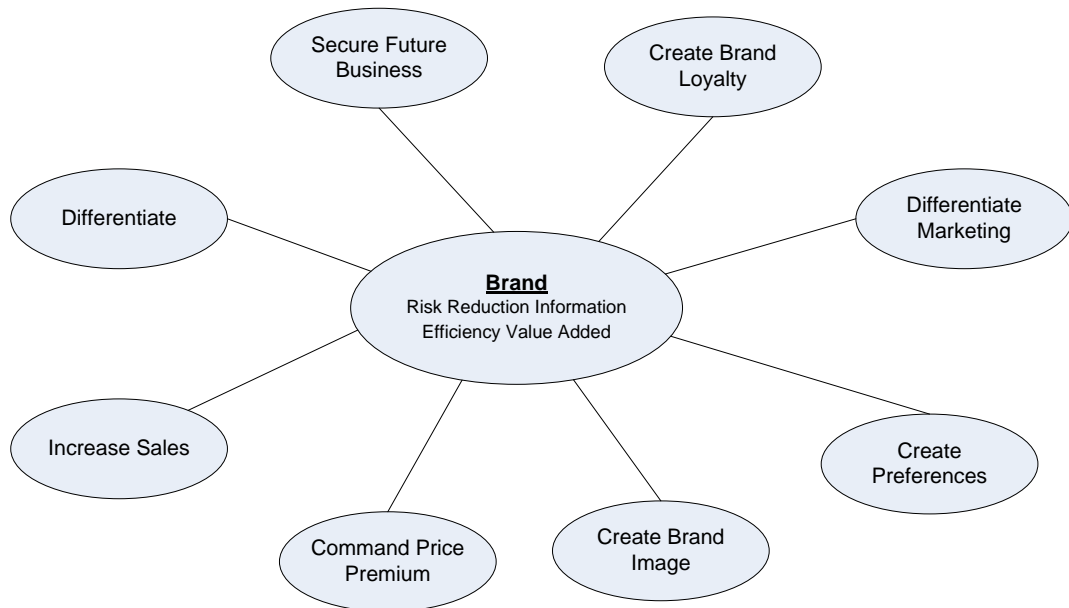


Figure 5 the role of B2B brands (Kotler 2006, 52)

From the figure 5 above the advantages to build a business brand can be seen .

2.2.2 The process of branding and concept

There is no doubt that a successful brand building strategy needs a long term to consider. The marketer should pay attention to the surrounding environment, competitors and technology and line them with a long-term view helped by five the steps below. According to Kotler the process of branding has five steps: brand planning, brand analysis, brand strategy, brand building, and brand audit. See figure 8. (Kotler & Pfoertsch 2006, 159)

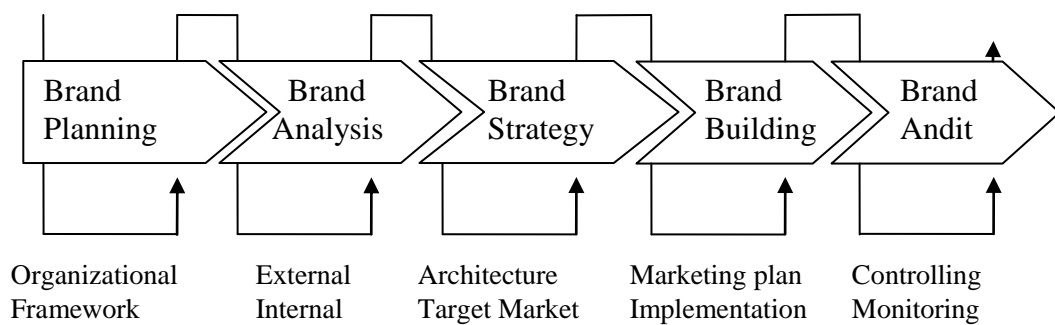


Figure 6 sequence of brand building processes (Kotler & Pfoertsch 2006, 106)

1. Brand planning

Brand can never be built overnight and it will take a long term and should be included in a company's marketing planning. All companies want to attract more potential customers, make already existing customers more loyal, capture more market shares and get the brand noticed. There are some steps for helping the marketer to achieve a balance between continuity and involvement. The first one is to build a climate of ongoing change. That means marketers should take time to discuss, consider and modify brand strategies to meet different needs and adapt to changing times and customers' feedback. The second step is having a process that delivers timely information. An integrated process should collect information and be reported to the marketing management to help them modify the brand strategy as soon as possible. The third step is developing processes of a rapid breakthrough planning. The marketer should understand the brand's current situation and make a serious analysis which could consist of market share and size, growth potential, the competitor's situation, distribution channels, profit potential and market trends. These could help the marketer to quickly increase market share and establish brand image. The fourth step is to have standard formats for communicating brand plans and changes. This will help the marketer to determine disability consisting of known and unknown based on clear business objectives and scenarios.(?) The fifth step is having strong implementation processes. It is called branding program. It includes current and future branding. The last step is to involve everyone in the planning. According to Philip Kotler, effective brand planning should involve everyone in the company, not just the elite. (Kotler & Pfoertsch 2006, 161-162)

2. Branding principles

A long term branding strategy needs some brand principles to support, which could help the marketer establish a proper strategy. (Kotler & Pfoertsch 2006, 162)

Based on Philip Kotler the branding principles are consistency, clarity, continuity, visibility and authenticity. (Kotler & Pfoertsch 2006, 162-163)

3. Brand analysis

"Brand building starts with understanding the key attributes of your products and services as well as understanding and anticipating the needs of your customers." (Kotler & Pfoertsch 2006, 165)

In order to establish an effective brand building strategy, firstly a company should analyze the internal and external market research. That means knowing itself and its competitors in a

clear way and that can assert a position in the market. (Kotler & Pfoertsch 2006, 165)

Then the marketer should take serious action about creating brand power, and there are four elements included. Figure 7 shows how to create a powerful brand.



Figure 7 Creating brand power (Kotler & Pfoertsch 2006, 165)

4. Brand strategy

A brand strategy, brand association, product, and values often support a brand, as shown in Figure 8. Similarly, a brand strategy is always based on brand positioning, brand mission, brand value proposition, brand promises and brand architecture. (Kotler & Pfoertsch 2006, 170)

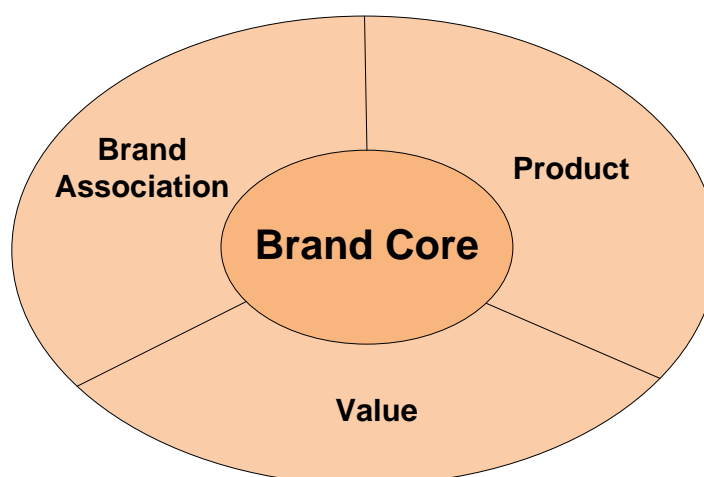


Figure 8 Brand strategy model (Kotler & Pfoertsch 2006, 170)

The brand strategy is supported by some factors. The first is that a marketer could define the target customers correctly to make sure a clear segmentation is employed to separately treat

different customers. The second one is that after positioning a brand, the next important task is to decide the brand mission. For the marketer, they could define the characteristics of the brand personality in a similar way as human personalities. The third is that brand promise is another important aspect that could support a brand strategy. Fourth factor is that frontline employees are important for brand promise. The last factor supporting the brand strategy is brand architecture. (Kotler & Pfoertsch 2006, 178)

5. Brand building

No one can build a brand overnight and it always needs a long term. When a successful brand strategy is established, a marketer could ask and accept a customer according to brand building pyramid by four logical steps. It is shown in Figure 9 below.

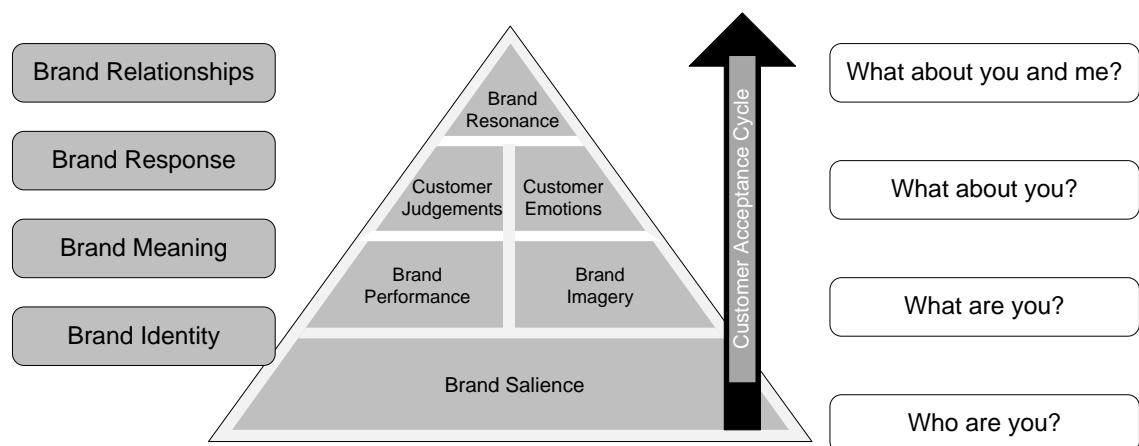


Figure 9 The brand-building pyramid with brand strategy and architecture (Kotler & Pfoertsch 2006, 185)

There are four steps in the pyramid. The first step is brand saliency or brand identity. In order to achieve deep and memorable brand awareness the marketer should create a clear and proper brand identity. The second step is brand performance and brand imagery. In order to build a strong, memorable, valuable and special brand association the marketer should create a proper brand meaning. Customers' feedback is very helpful to building a strong brand. The third step is brand response based on customer judgment and customer emotions. The key for creating brand emotion is customer's response and feedback about the brand. The last step is brand resonance or brand relationship. Roger Giffin has stated, "Branding is a long term initiative that is predicated on building a relationship, based on trust, respect and consistency". In sum, successful brand building needs to follow these four steps and combine them with brand strategy and brand architecture. (Kotler & Pfoertsch 2006, 185)

6. Brand audit

The brand audit's main purpose is to find out the strengths and weaknesses of a brand. It includes internal description and external investigations. There are three steps for creating a useful brand audit. The first is brand inventory and the second is about external circumstance to make a serious research by using some available research methods: questionnaires or interviews, etc. The last step is results analysis and interpretation. (Kotler & Pfoertsch 2006, 191-196)

2.2.3 Brand image and positioning

2.2.3.1 Brand image

VanAuken defined the brand image as “the totality of perceptions resulting from all experience with and knowledge of the brand. Brand image is how consumers perceive the brand.” According to Kotler, brand image is not a fact but it is a perception and need. And it will influence the buyer and then determine the buying decision. The company usually has some different identities: “the communicated, actual, conceived, desired, and ideal identity.” Aaker presented the five brand identities, which can represent what promises to customers and a company brand stands for. (Kotler 2006, 93-94) The small difference between brand image and brand identity is that the image is more like a tactical asset that can be changed and the identity is like the timeless asset that includes the dateless values for a brand.

Consumer can form brand image by brand communications and other aspects of the brand experience. The brand communications include packaging, advertising, customer service, promotion and word of mouth. (Jaakko & Ville 2006, 39)

One of the important brand image aims is to make the brand recognizable by targeting the customers' distinct brand understanding and positive imagination. In order to reach this goal, the brand should have some strong, favorable, and unique characteristics that can help products be attractive to the consumers. (Comanou & Wolson 1991, 429)

2.2.3.1.1 Strength of brand associations

There are three elements, which can create a positive brand image in consumers' minds. They are strength, favorability, and uniqueness of associations. When a person considers more deeply about product information and mixes it with his or her existing brand knowledge, he or she will get a stronger brand association. There are two factors that will affect the strength and recallability of brand association. (Keller 2008, 56)

In general, the two factors are: brand attributes and brand benefits. Consumers think about brand attributes and brand benefits differently. All of descriptive features that could

characterize a product or service are brand attributes. The personal value and meaning attached to product or service features by consumers are brand benefits. In general, to enhance the strong brand attribute and benefit associations is based on how deep consumers remember the brand associations. For instance, word of mouth is looked as particularly important for service industries. (Keller 2008, 57)

2.2.3.1.2 Favorability of brand associations

In order to form a positive brand image, favorability is one of the important elements. Choosing favorability and uniqueness of brand association links to brand needed analysis between consumers and competitors and decides the brand position. Favorable brand associations can be created through convincing consumers that the brand contains certain attributes and benefits that meet their needs and fulfill their expectations. Thereby favorable brand associations are looked as desirable associations, including convenience, effectiveness, efficiency, reliability and colorfulness that are delivered by the product successfully and conveyed by the supporting marketing channels. (Keller 2008, 58)

2.2.3.1.3 Uniqueness of brand associations

Strong and unique brand associations are the keys for the success of a brand. However, no brand is without competitors, so a brand will most likely share certain associations with other brands. Company wants to establish a category membership and define the extent of competition with other competitors that could be helped by shared associations. However, even if in a product category there is no direct competition that a brand should have, which means the brand does not share product-related features, there still could be an indirect competition and the brand could share more abstract features with other brands in a bigger product category. In sum, marketer should create not only strong but also unique brand associations that are not shared with competing brands. In other words, customer choosing a brand always depends on unique associations from the same product category. (Keller 2008, 58-59)

2.2.3.2 Brand positioning

There are four questions that could help marketer to position a brand. Shown in figure 10 are the questions: what the product is; who the product or service is for; what are the benefits of the product; and what makes it different from its competitors? The marketer should find out their main competitors and which one they could catch. (Kapferer 2004, 99)

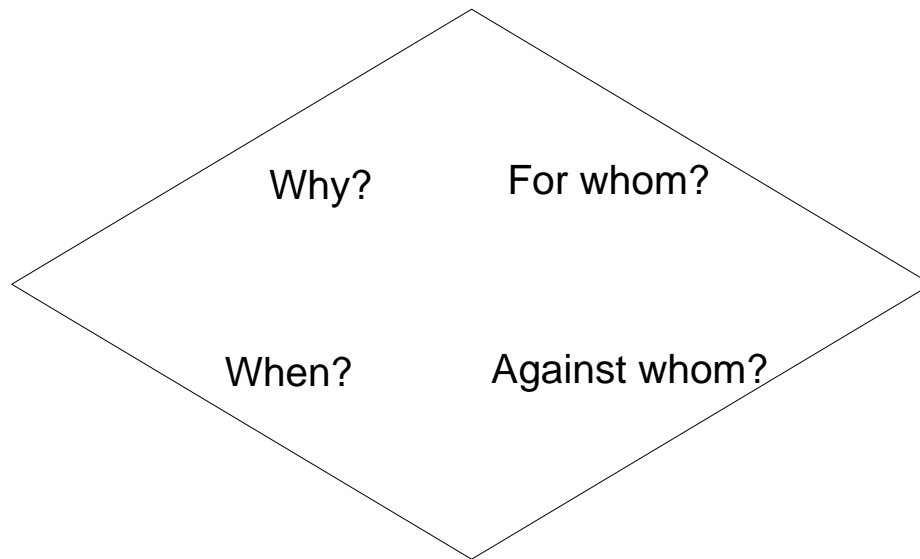


Figure 10 Positioning a brand (Kapferer 2004, 100)

2.2.4 Brand loyalty

In marketing, brand loyalty consists of a consumer commitment to repurchase the brand and can be presented by repeated buying of a product, service or other positive behaviors, for example word of mouth advocacy. However, repurchasing does not imply brand loyalty. For example, customers may repurchase a brand because of situational constraints, out of convenience, or a lack of viable choices. (en.Wikipedia.org, [WWW document])

This kind of loyalty can be referred to as “spurious loyalty”. True brand loyalty exists when customers have a good attitude toward the brand that is then exhibited through repurchase behavior. That kind of loyalty can benefit the company a lot: customers are willing to pay higher prices, they may cost less to serve, and can bring new potential customers to the company. (en.Wikipedia.org, [WWW document])

2.2.5 Brand equity and value of brands

Brand equity is “the value of a brand. Based on Aaker, it is related to brand name awareness, brand loyalty, perceived quality, strong mental and emotional associations, and some assets like patents, channel relationships and trademarks.” High brand equity supplies to the company some competitive advantages. For instance: through customer brand awareness and loyalty a company will reduce the marketing costs, through higher perceived brand quality a company could ask for a higher price than its competitors, through brand name credibility a company can improve and be extensional. Every brand needs suitable management to avoid the depreciation in brand equity and losing attention in the process. It can be seen from figure 11 (Kotler 2000, 406)

Measuring brand equity is not only an important key for evaluating the health of a brand but also a useful way for providing indicators for future action. Brand equity always starts with brand attributes, for instance brand awareness, brand image, brand personality and perceptions of value and quality, followed by evaluation of factors that are influenced by the brand attributes. A suitable monitoring system could consist of brand valuation, because it supplies valuable information to brand growth and brand strengthening. (de Chernatony & McDonald 2003, 443-457)

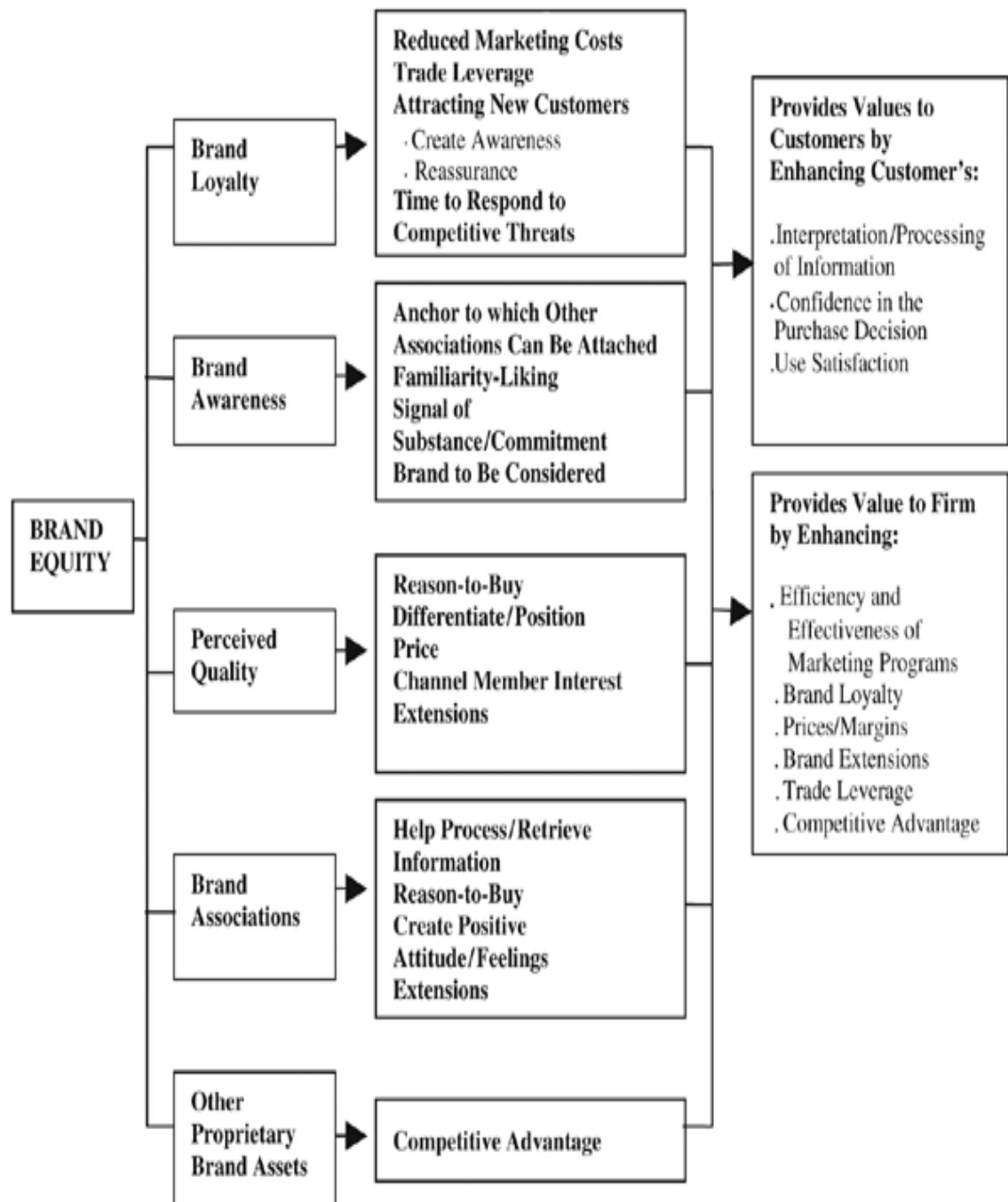


Figure 11 How brand equity generates value (Aaker 1996, 9)

2.3 Theoretical summary

In this thesis a theoretical framework was defined: it begins with the concept of marketing and business-to-business marketing mix, as well as the differences between business-to-business marketing and business to consumer marketing, and is followed by an explanation of marketing communication. Next, brand concept and the power of business brand are introduced, but the theory concentrated on building a strong brand in business-to-business market and the processes of building brands. There is no doubt that each of the processes will be introduced in depth for necessary. Finally the thesis explained the brand image, brand loyalty and brand equity and values.

2.4 Theoretical framework

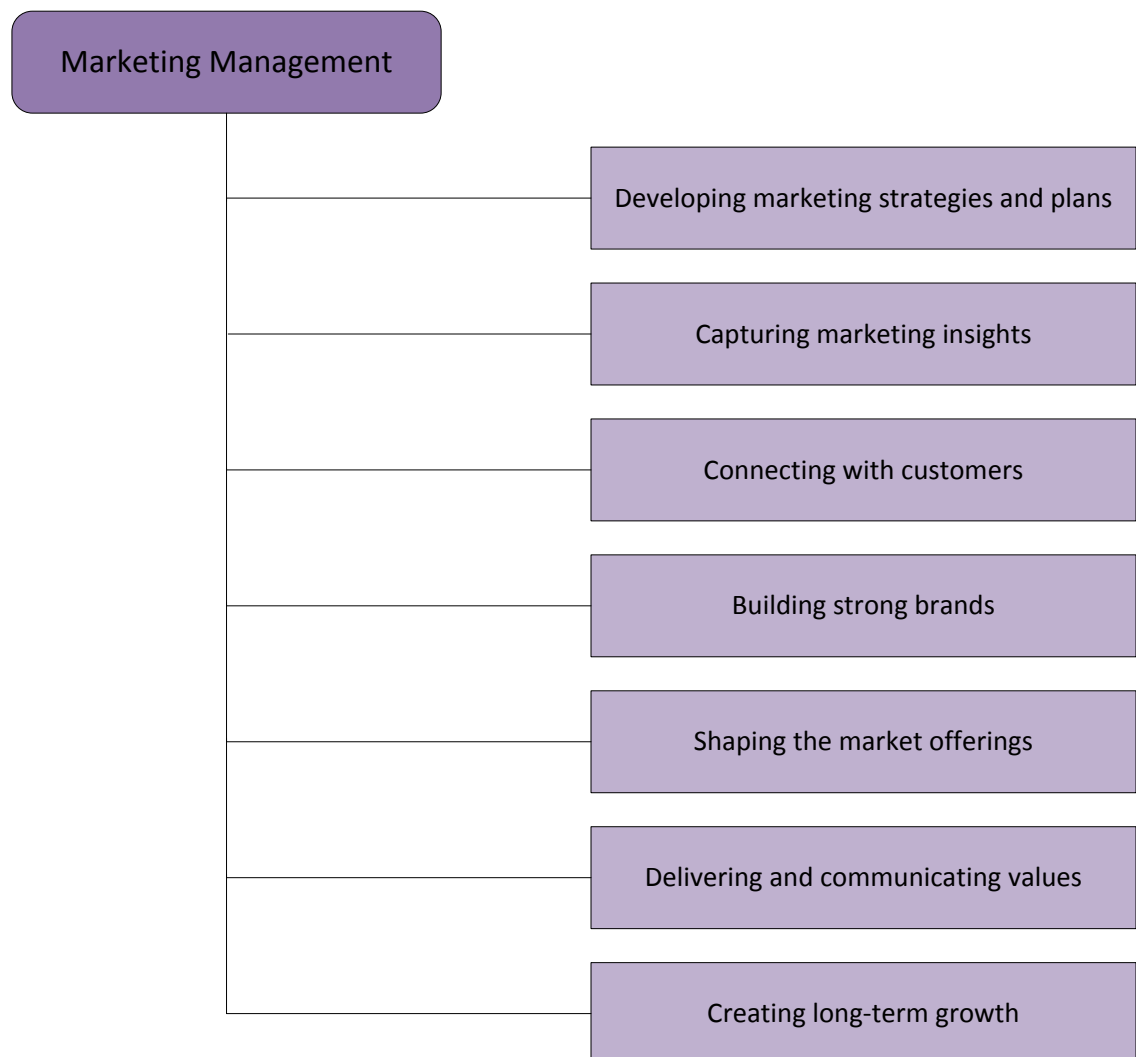


Figure 12 Flow chart of marketing management (Kotler 2009. 68-70)

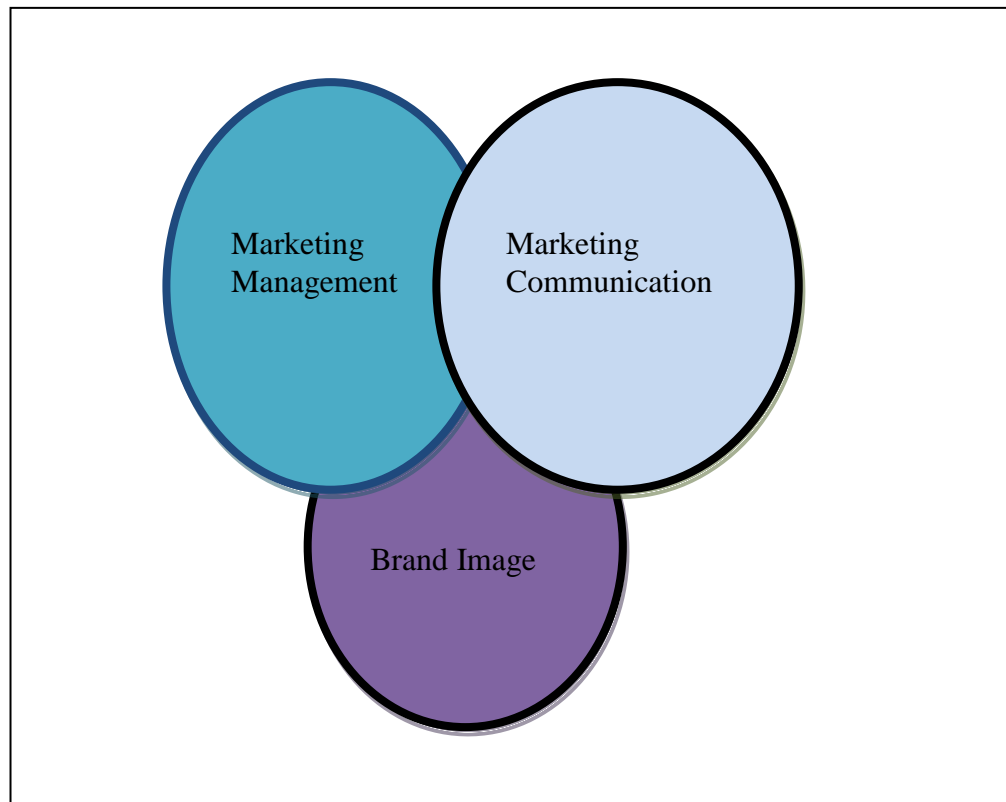


Figure 13 Theoretical framework of the thesis

3 Research approach

Marketing research is “the process of designing, gathering, analyzing, and reporting information that may be used to solve a specific marketing problem” (Alvin & Ronald 2003, 35). It is seen that marketing research can help companies to find the market problem and make the decisions and to create or change marketing strategies. Marketing research in business-to-business market is more complicated than in consumer market, because it is difficult to find the right respondent and difficult to get the answer. Thus the researcher could find the effective way to encourage respondents’ cooperation and feedback, which helps to receive valid answers. (Marketing Research 2010)

3.1 Research process

There is a research process that helps to obtain the valid results. It is indicated in Figure 14.

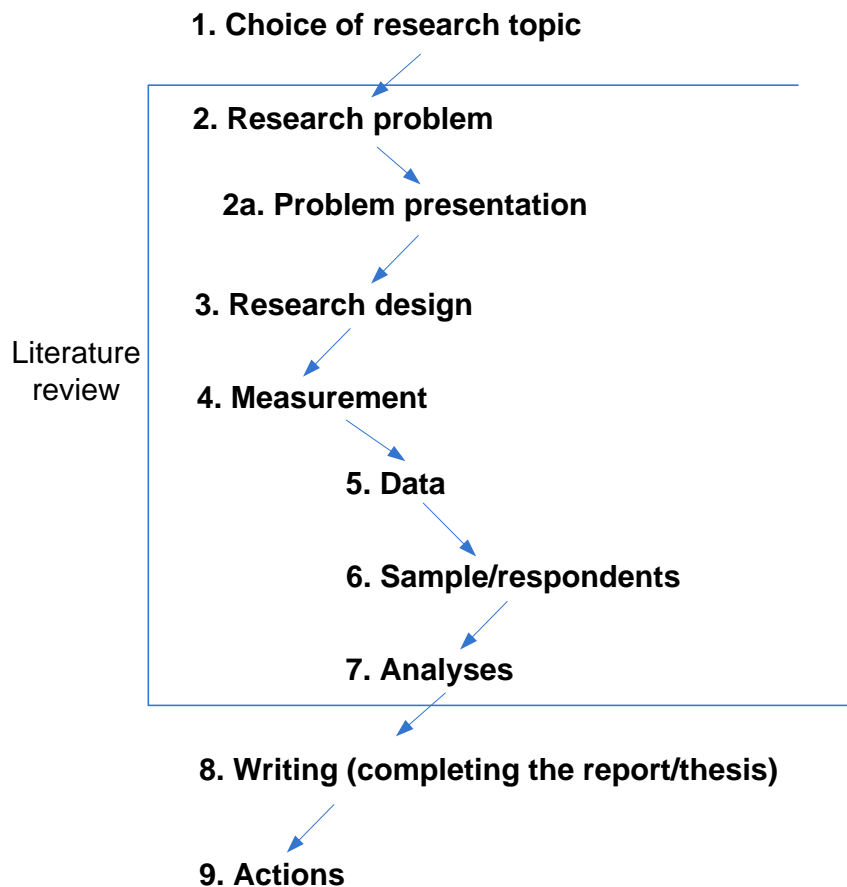


Figure 14 Research process (Ghauri & Gronhaug 2005, 30)

The quantitative research is basically related to surveys and is considered an important way to collect data (Hair 2003, 211). The conception of quantitative research “places heavy emphasis on using formalized standard questions and predetermined response options in questionnaires or surveys administered to large numbers of respondents”.(Hair 2003, 211)

The evidence of research is collected in quantitative research and qualitative research by many different ways (Chisnall 1997, 31). This study focused on measuring how brand management can be successfully implemented in Jiulongzui Co.Ltd. And the information was gathered mainly by using a quantitative research method in this thesis and it includes the questionnaire given to the large target group. Through the respondent it is possible to find out what is the problem that Jiulongzui really has comparing with its two competitors and how to make changes to build brand strongly. The target group of this research are the customers who has Jiulongzui 38° wine products in business-to-business market.

In this thesis the data collection includes three different parts: literature stated in the theory section, the questionnaire sent to Jiulongzui customers in business-to-business market via email, and interview made with Jiulongzui marketing manager, Zhang Liang.

3.2 Validity and reliability

Reliability and validity are important for research practice. All who are engaged in survey work should take the criteria seriously. However, sometimes the terms are not always quickly distinguished. Some of them are overlapped, inevitable and interconnected. (Chisnall 34, 1997)

Reliability means the stability and consistency of the results that come from the research. There is one possibility that if the measures used in the research were replicated, the same results could be received. The acceptability of the measures could reach the specified limits. Specially, reliability is related to the accuracy, consistency, and predictability of specific research findings. (Chisnall 34, 1997)

Validity concerns how well a specific research method measures and what should be measured. Generally speaking, validity is more difficult to resolve than reliability. (Chisnall 1997, 34)

In order to meet the reliability and validity requirements of this research, the questionnaire was designed for a long time and all of the questions were considered carefully before sent out. Each of the questions is logically and theoretically related to this subject. The questionnaire was divided into three parts: covering letter, selected questions, and open questions. When it was sent via email to 200 supermarket supervisors in Hebei, 35 responded and 32 of those were valid, so the valid response rate was 16%. The reliability can be seen well through repeated literature review between the research results and research questions. The validity is meaningful as the questionnaire had been designed for a long time, questions were logically and strictly related to the key research purpose, all of the data had been collected carefully and results of the research had been confirmed several times.

4 Empirical study

In China, Hebei province is listed in Top seven white wines sales and consumption areas, and this has a historical root. In recent years, the white wine market has been improved rapidly to meet customers' needs, while Hebei plays a big role in Chinese market. At highest, the yearly output was approximately 280 thousand tons. The demand for white wine is over 400 thousand tons per year, and the local brands such as Hengshui, Bancheng and Jiulongzui are the leading brands that are deeply appreciated by customers. The sales of the local brands were 3189 million RMB in 2008, which increased 36.8% over 2007. In 2009 it rose 25.84% from 2008.

Jiulongzui as a local brand occupies the high market shares in Hebei province. Its product is famous as nutritious and quick sobering up, and these characteristics took Jiulongzui 8 years of careful research and invention from 2000. The invention marked the new era for Jiulongzui and it obtained Chinese patent because of the invention. Jiulongzui group produces various kinds of wine products, such as 36°, 38°, 42°, 58° and 72°. 38° wine is the focus in this thesis, and the 38° wine triggered a competition with two other bigger wine companies: Bancheng and Hengshui. And the competition with the other two brands is not easy.

Jiulongzui has some weakness: customers prefer to choose Bancheng and Hengshui over Jiulongzui, though it has lower price and its product concentrated on nutrition. Thereby Jiulongzui had to think about: how to be a stronger brand in white wine market?

Jiulongzui has two strengths: the first one is price advantage of its 38° wine products. In supermarket Jiulongzui has 13% lower price than Hengshui and Bancheng. The second strength is that Jiulongzui focuses on more nutritious products.

Nowadays Jiulongzui owns 120 million RMB and 12 modern product lines, and the local market, Hebei province, is its focus.

There was a face-to-face discussion about Jiulongzui's current marketing situation with its marketing manager of Chengde department, Zhang Liang, who has been working in Jiulongzui for 6 years. He reported about the Jiulongzui current marketing strategy and customers' attitude. Generally, Jiulongzui's yearly sales are approximately between 3 to 4 million RMB, producing over 20 thousand tons of wine annually. Presently it owns about 12% of the whole wine market shares in the local province, while Bancheng owns approximately 15%. Currently Jiulongzui achieves its most popularity in a couple of cities around the local city Chengde, but in Southern Hebei (in Shijiazhuang and Langfang) its popularity is nearly null. Supermarket is the main distribution channel for Jiulongzui where Jiulongzui faces big competition from Hengshui and Bancheng. Zhang Liang, as Jiulongzui marketing manager, believes that the most important thing is to improve its brand image in the business and consumer market for gaining more market shares and profit.

For Jiulongzui, it is essential to think how to become a stronger brand to attract more potential customers and obtain more market shares. These are the main purposes in this research, and the main purpose of this thesis is to present the ideas for Jiulongzui's brand building in business-to-business market. In addition, the main objective of the marketing research is to organize comments and suggestions from the supervisors who worked in supermarkets for many years. They are the main customers for Jiulongzui in business-to-business market and whose comments and suggestions could help Jiulongzui to modify the

marketing strategy. The quantitative research method is used in this thesis to make 200 supermarket supervisors more easily show their ideas. The questions in the questionnaire are based on the theoretical knowledge, and the objective is to compare the 38° wine products between Jiulongzui, Hengshui and Bancheng in order to make the suggestions about how to build Jiulongzui brand stronger.

4.1 Result of the research and analysis

As mentioned above, there were total 200 emails sent to 200 supermarket supervisors of the food and drink departments. 35 were replied but 3 of them were not valid. That means 32 replies can be used as valid information for the following analysis. The results of the questionnaire are summarized in the sections below.

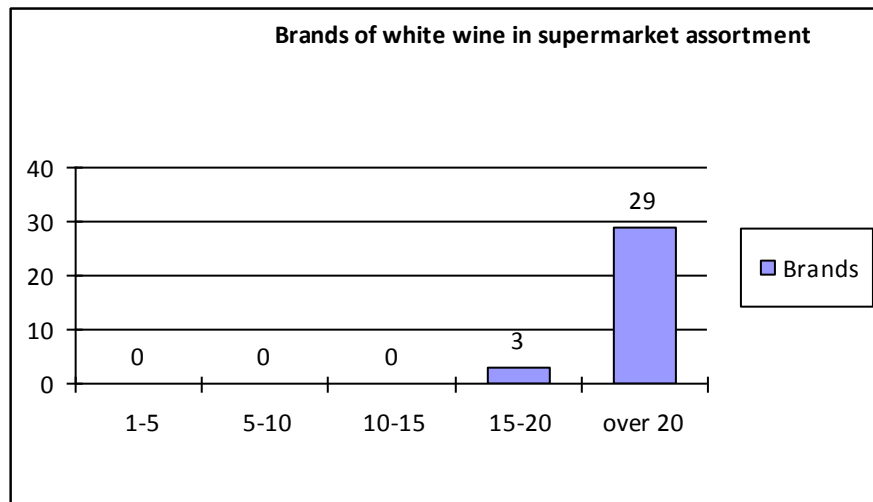


Figure 15 Brands of white wine in supermarket assortment

The figure 15 shows the brands of white wine in supermarket assortment based on the 32 valid replies from the supervisors. It shows 3 supermarkets have 15-20 white wine brands and 29 supermarkets have over 20 brands.

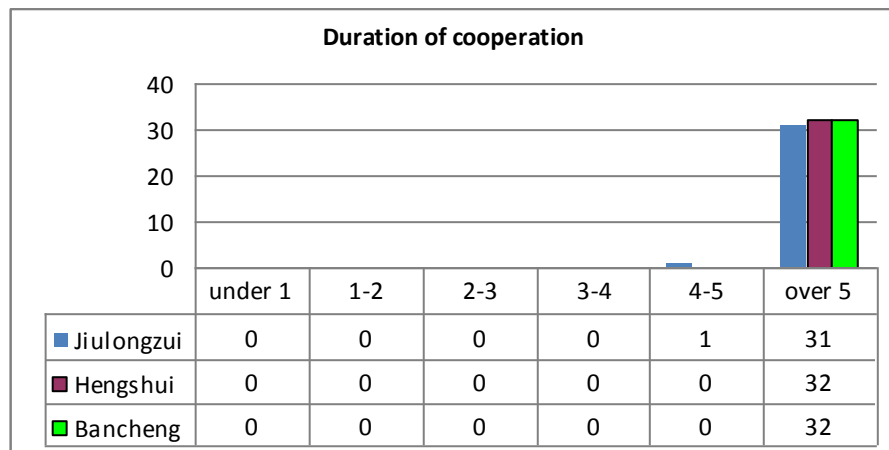


Figure 16 Duration of cooperation

It is seen from Figure 16, the duration of cooperation about three main white wine brands. The lower score of the years of cooperation is Jiulongzui, because Jiulongzui has shorter history compared with the two other brands.

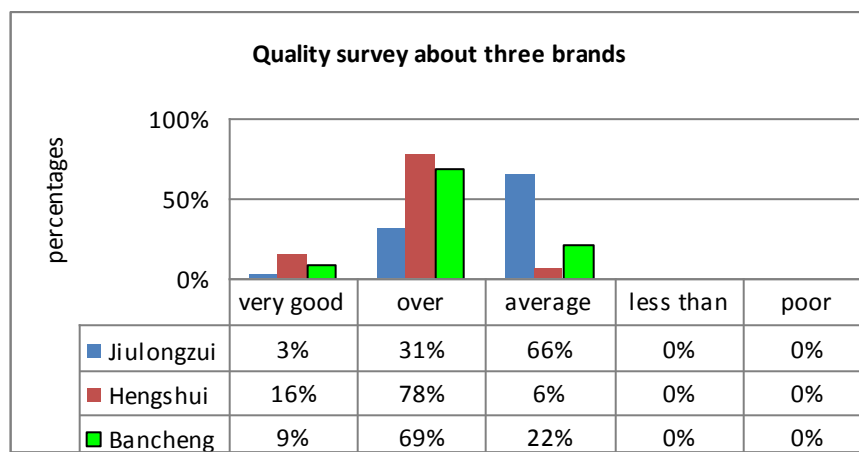


Figure 17 Quality survey about three brands

According to the result of three brands quality survey, most repliers think the quality of Jiulongzui is just the average, but Hengshui and Bancheng's qualities are above the average. That alarms that the taste of Jiulongzui can not satisfy customers.

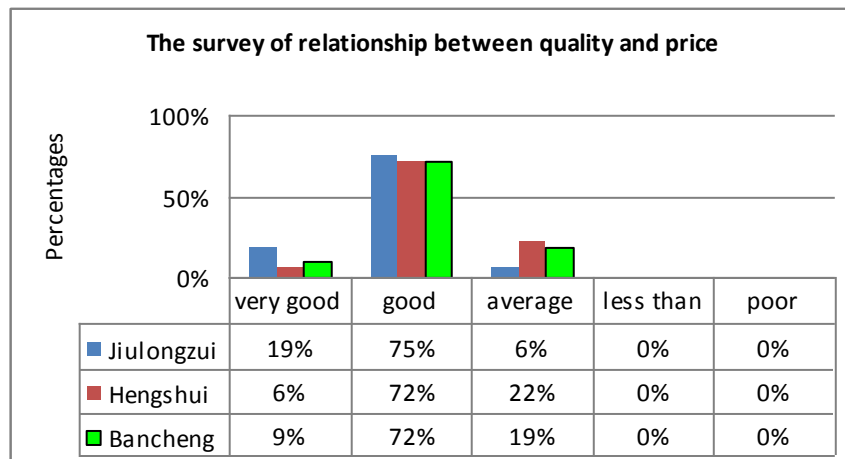


Figure 18 The survey of relationship between quality and price

Figure 18 reveals that the relationship between the quality and price, and Jiulongzui got the highest score. According to Figure 16, it clearly shows that Jiulongzui has the lower price. However lower price brings a marketing advantage for Jiulongzui than the other two brands, and it also brings problems such as lower profits.

Figure 19 below shows design survey about three brands, including the bottle design and packaging representing product attributes, and it alarms that Jiulongzui fails to beat the other two competitors.

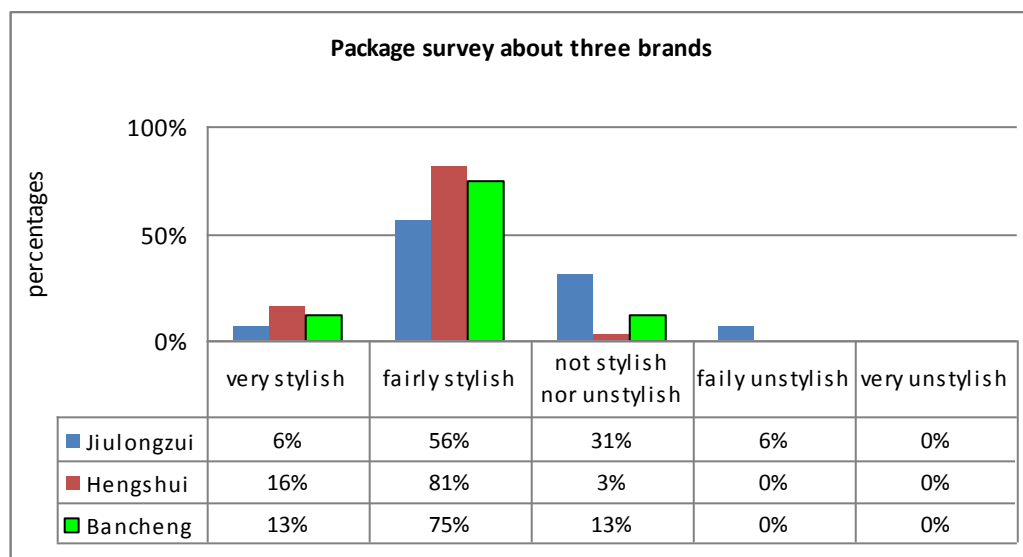


Figure 19 Package survey about three brands

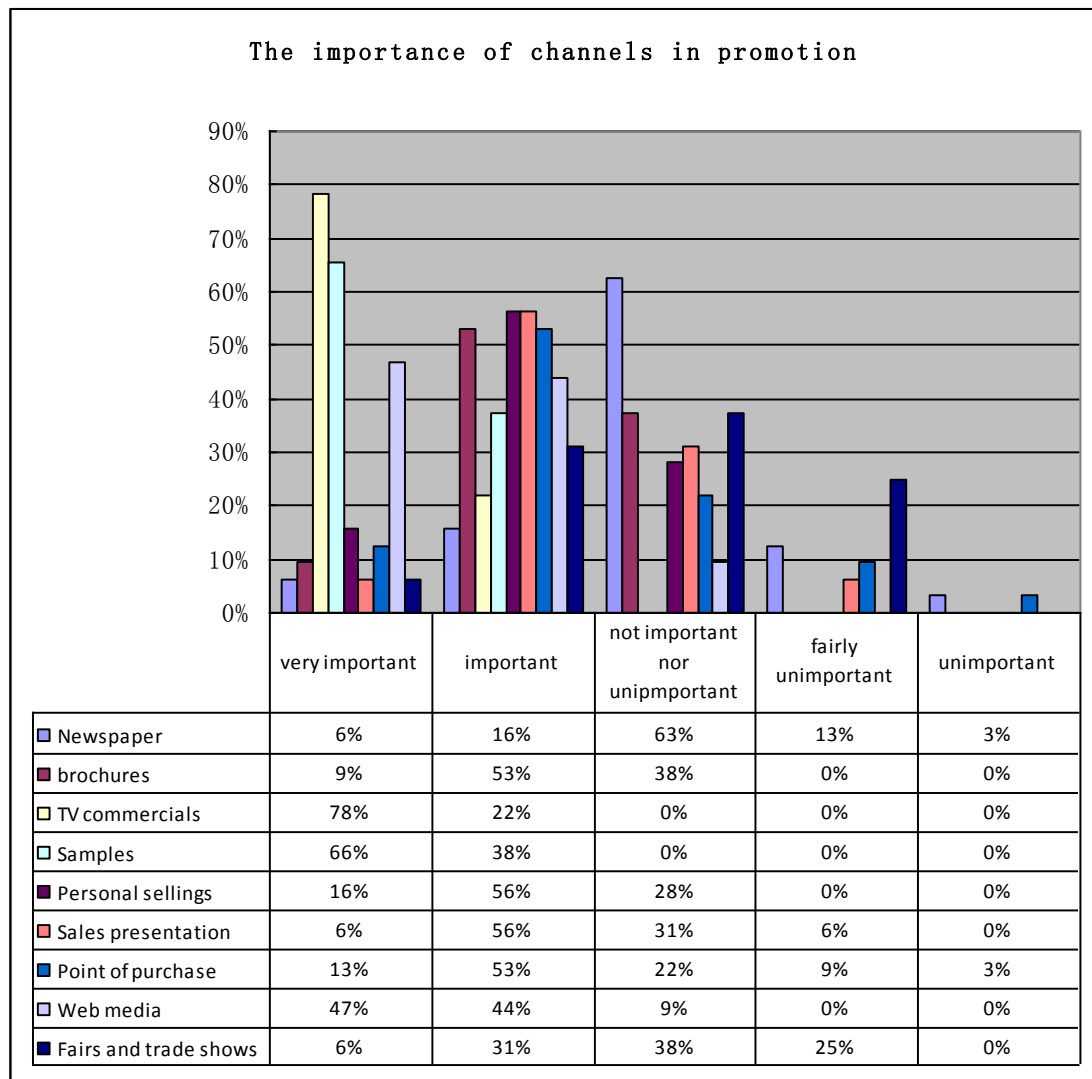


Figure 20 The importance of channels in promotion

It is clearly that promotions support the sales, and it is not only playing a big role in the consumer market, but also in the business market. Furthermore it also helps to divulge the brand effectively. According to Figure 20, TV commercials, samples and web media are listed to the top three very important promotion channels, and therefore the marketer should take the three types of channels into account seriously.

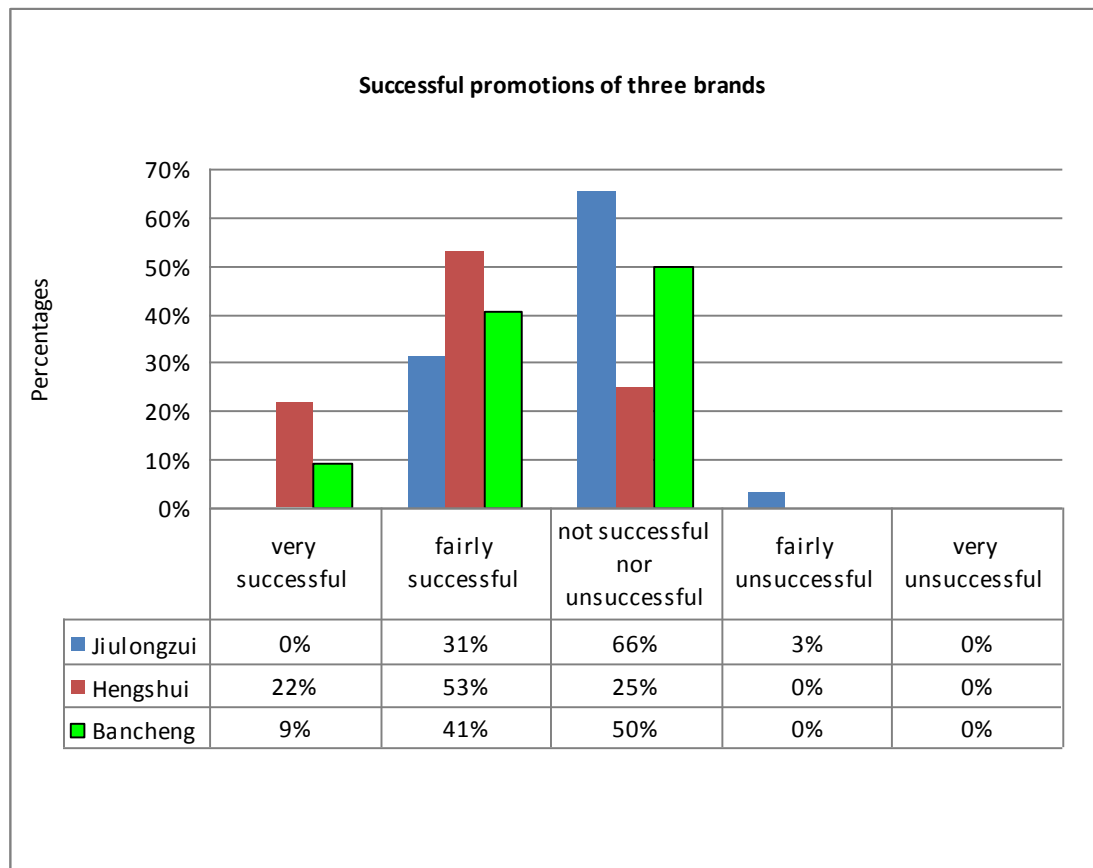


Figure 21 Successful promotions of three brands

Figure 21 indicates how successful the promotions of these three brands are. As mentioned above in Figure 18, promotions are looked as an important tool for helping the sellings and divulging the brand effectively. However in this questions' research Jiulongzui unexpectedly got the lowest score below the two competitors. It alarms that the Jiulongzui marketer should take serious action on sales promotions. If combined with Figure 18, the TV commercials, samples and Web media could be considered as the important aspects to building selling promotions strategy.

Figure 22 shows 38% of the customers think the communication with suppliers is very important, while 53% think it is important. Certainly all companies should make the business-to-business communication to the suppliers periodically and actively, then the results could be in a more positive way. It is seen from Figure 23, the frequency of communications between suppliers and three white wine brands. Of these the Jiulongzui is the last one with less communication with suppliers and it could lead to poor outcomes. Therefore the Jiulongzui needs to consolidate and develop the relationships with those supermarkets. In fact, only Jiulongzui has good relationships with stores that can timely get sales feedback and could better understand what suppliers want, which would help marketers to modify the product, service and marketing strategy as soon as possible.

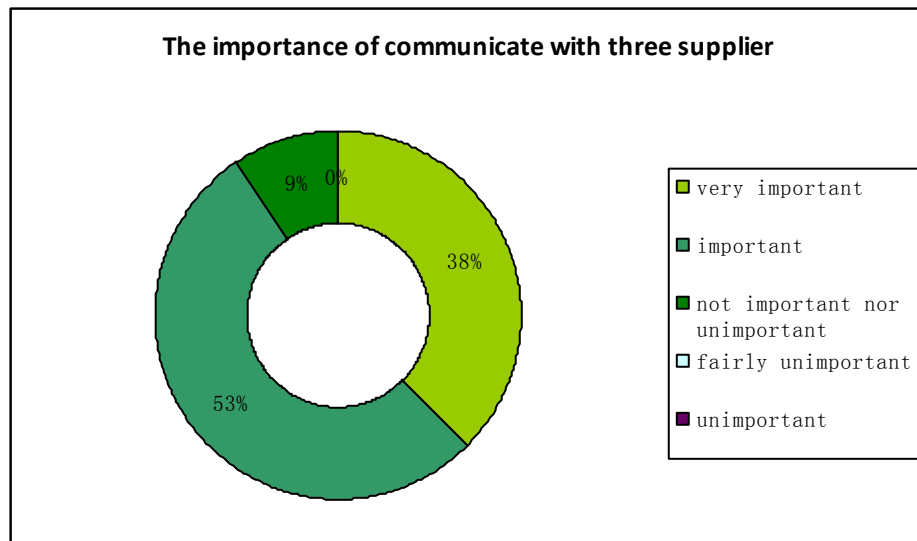


Figure 22 The importance of communicate with three supplier

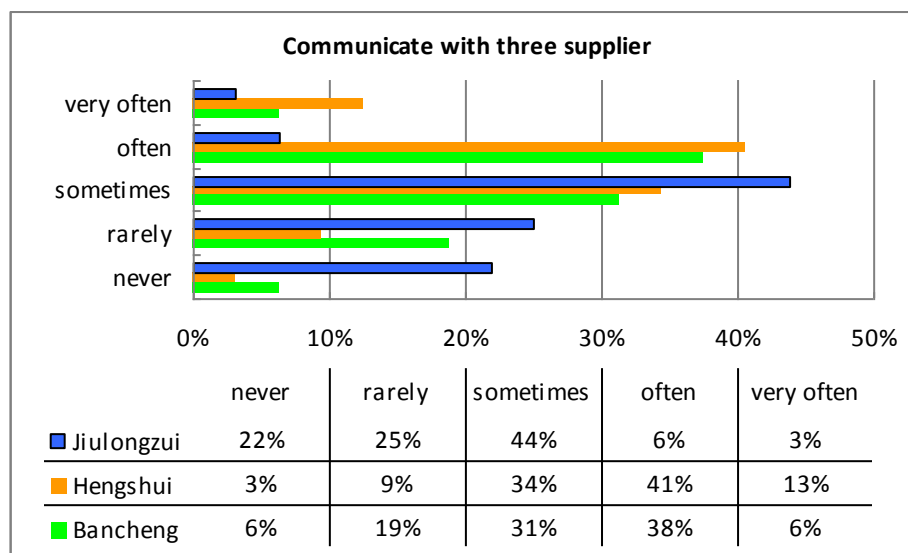


Figure 23 Communicate with three suppliers

Figure 24 addresses the delivery system of three brands, and the results seemed good. Jiulongzui has a quite fast delivery system, although it's still slower than Hengshui. All of the sellers' offerings, such as financing, service training and delivery system, belong to the core product. Therefore, Jiulongzui is better to improve its' delivery system to meet the suppliers' needs.

At the last on the questionnaire, there are two open questions and additional comments. The first open question asked "How could Jiulongzui further strengthen the relationship with your supermarket in terms of white wine marketing?" In all of 42 repliers, 28 stated more

communications are needed between marketer and suppliers, which includes periodical visiting or phone contacting. The rest of 14 answers suggested that not only more contacts but also faster deliveries are needed.

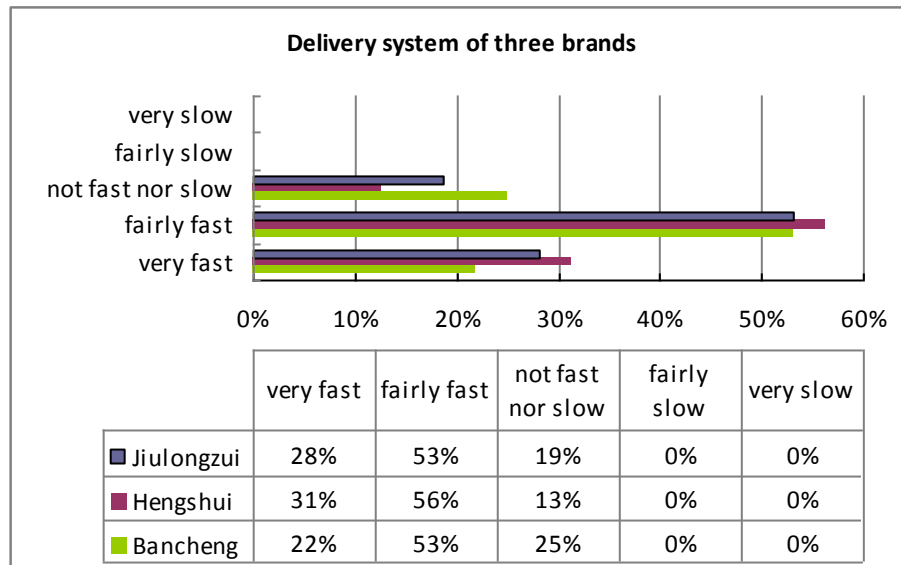


Figure 24 Delivery system of three brands

It can be seen overall the problems Jiulongzui has. All of the supervisors believe more communications plays a big role for strengthening the relationship with supermarkets, but Jiulongzui lacks the communications and needs to consolidate. Besides, 14 supervisors (33.3%) believe the delivery system also needs to be improved.

The second open question asked “how could Jiulongzui strengthen its brand image in the future?” In all 42 questionnaires returned, there are 9 saying “no comments” or “Jiulongzui is already doing well with its brand image” or “Jiulongzui’s brand image is sounding right now enough”. The remaining 33 repliers can be summarized and divided into the three directions below: 18 repliers stated Jiulongzui should invest more money on sales promotions and advertisement. 12 repliers stated Jiulongzui should focus on promoting the main products instead of any new product. 3 repliers stated low price makes the customer doubt the quality of product and can not help to keep the good image. Therefore, Jiulongzui is suggested to change its low price strategy.

9 supervisors have no suggestion to this question and they consider Jiulongzui already tries its best at promoting its brand image. 33 supervisors (78.5%) believed Jiulongzui still had some space for improvement in its image, and they already gave the suggestions as above. It can be summed up that Jiulongzui has many products and the existing main products failed to deploy a durable and suitable brand image.

At the end of questionnaire, the blank of “additional comments” was answered by four supervisors with quite similar meanings, they suggested Jiulongzui should invest more money in promoting its brand image in different cities in Hebei province. Almost the same kind of views reveal that one of the big problems of Jiulongzui is lack of promotions and advertisement.

5 Conclusions and recommendations

5.1 Conclusions

According to the above analysis, some conclusions can be organized from the research which are supported by the theoretical framework: Jiulongzui was established in 1997, having a shorter history than the other two companies, so the duration of cooperation with supervisors is not as long as the expectations; Jiulongzui should do more research on the tastes of its products, because the popularity of the tastes of Bancheng and Hengshui is higher. In addition, the package design is also weaker than those of the competitors; Low price image could break various areas of business operations, not only the promotions but also the service quality for retailers and consumers; Nutritious wine image should be more effectively put into Jiulongzui’s advertising; Jiulongzui can build up some unique characteristics in order to gain the sustainability in the local market; Jiulongzui still needs to communicate more with supermarkets’ supervisors and to more actively take their advice.

5.2 Recommendations

From the above findings and research analysis, also combined with the theoretical knowledge, there are some suggestions made for Jiulongzui.

Firstly, Kotler wrote: “Brand building starts with understanding the key attributes of your products and services as well as understanding and anticipating the needs of your customers”. This means that the suggestions should mix with business-to-business marketing first.

In business-to-business market, the core product includes the product and also total offering of the sellers. The case company Jiulongzui sells to the customers not only the products but also a series of services. According to the research, Jiulongzui is required to improve its product quality, as the other two brands’ tastes are better from the supervisor’s ideas. The company could do some marketing research about its products to better meet customers’ needs. In terms of packaging, a distinctive design should be used and remain indispensable.

Besides, in business-to-business market, good services can attract potential customers and keep the old customers' loyalty. Therefore a fast delivery system is also needed.

If Jiulongzui improved its products' quality to the same or higher level than that of the competitors while still keeping low price, then Jiulongzui could make success based on those two crucial elements. In the business-to-business market, a company could supply retailers with some allowance which can help retailers to publicize its products and thus improve success.

It can be seen that most supervisors believe that Jiulongzui is lacking in advertising. The old advertisements could not attract customers or show special characteristics of Jiulongzui, thus it was unable to play a big role in business-to-business market. Next, Jiulongzui should invest money in improving its advertising and take serious action for some channels of promotion through the research, such as TV commercials, samples and web media. Personal selling as a promotion tool is also very useful and effective. Jiulongzui could train some more experienced sales people to improve communication skills and increase their product knowledge.

Furthermore, these are some suggestions on how to build a powerful brand for Jiulongzui. Firstly, it needs to position B2B brand. In local market area Jiulongzui is a widely known local company and is also well known by supermarkets which sell its wines. Jiulongzui wine is suitable for adults regardless of gender, age or occupation. This means geography should be considered more. The supermarket chains could be selected as the only venue for sales. The second suggestion is to build a positive brand personality. A brand should have the same personality as a person has, and a good brand's personality should be trustable and honest. If Jiulongzui wants to be the top white wine brand, it should concentrate on this factor. The third suggestion is to have a strong promise. In order to achieve a strong brand promise it should have the ability to differ from the others. As Jiulongzui's biggest differences from the other competitors are the healthy elements and the low price of its products, Jiulongzui has to train workers to obtain more communication skills for delivering the correct brand promise to customers. The last suggestion is about consistency. It is one of the most important aspects in a brand strategy.

6 Theoretical linkage

In the theoretical chapter, the marketing concept, business-to-business marketing communications, brand concept and the power of business brand, the process of building brand, brand image were introduced. The case company: Jiulongzui Co. Ltd is one of the leading brands in white wine. There are two stronger competitors, Bancheng and Hengshui, in the local market. These companies have similar white wine products in the local market but

the difference is that the sales of Jiulongzui compared with the other two are smaller. Nowadays in Business-to-business market supermarkets are the main customers for wine and drinks. The company needs to survive business and create competitive advantages, and brand plays a major role in it. Creating a memorable brand and keeping it in the customers' mind is the key of business success. It is seen that brand image influences the customer and then determines the buying decision. While buyer can form the brand image via brand communication and others. Therefore, in the final part of the thesis, there are some findings as well as some suggestions about Jiulongzui Company that are all based on the theory provided. If Jiulongzui wants to create competitive advantages, it should improve its brand image, for example its low price image, and strengthen its nutritious wine image. More communications with supermarkets' supervisors are needed too.

7 Summary

As mentioned before, nowadays the competition of the companies is fiercer than before and the key of business success for a company is brand. To summarize, the purpose of this thesis is to deliver a strong brand-building strategy for the case company Jiulongzui co, Ltd and come with well designed qualitative and quantitative research with supermarket supervisors. Actually Jiulongzui is already one of the leading brands but its two competitor brands are more successful. The sales of products compared with the other two are smaller and are not promising anymore. Most of Jiulongzui's products are sold through supermarkets. The aim of this thesis is to discuss and analyze brand building strategy emphasized in Jiulongzui. Furthermore, it is essential to draw the theoretical framework for the primary research within the concept of market, the business-to-business market communications, the concept of brand, the power of a brand and brand image.

Supermarkets are the main customers for the case company in Business-to-business market, and the research is based on this situation and used mainly a quantitative method. As good qualitative and quantitative method both give enough support for the study, in this thesis a questionnaire had been designed and sent to 200 supermarkets' supervisors in the local market, Hebei province, and at last 32 of all the feedbacks were received as valid for this research result analysis. Some problems and matched suggestions are summarized below: Jiulongzui has a shorter history than its two competitors, thus the duration of cooperation with supermarkets is not long compared to the two competitors. In addition, the packages of the Jiulongzui products are also weaker than the other brands, and the low price image could influence its service quality in consumer market and also in business market. Jiulongzui's product is especially nutritious compared to its competitors. However its nutritious wine image is inefficient in Jiulongzui's advertising. Furthermore Jiulongzui lacks communications with supermarkets' supervisors and ineffectively takes their advice. In conclusion, Jiulongzui

needs to adjust its brand building strategy in Business-to-business market and strengthen its brand image to attract more potential customers and to keep the old customers' loyalty.

LIST OF REFERENCES

Books

- Aaker, D. A., Kumar, V., Day, George S. 1997. Marketing Research, Six Editions, New York: Wiley
- Alvin C. Burns, Ronald F. Bush. 2003. Marketing research / fifth Editions. Upper Saddle River (NJ) : Prentice Hall.
- Brad VanAuken. 2002. The brand management checklist : proven tools and techiques for creating winning brands. London : Kogan Page
- Chisnall, Peter M . 1997. Marketing research, Fifth Editions, London : McGraw-Hill
- De Chernatony, L. McDonald, M. 2003. Creating powerful Brands. Oxford, Elsevier Butterworth-Heinemann.
- Evans, Joel R. Barry Berman. 1994. Marketing. Six Edition, New York : Maxwell Macmillan
- Hair, J. F.J., Bush, P., Ortinau, D. J. 2003. Marketing Research; Within a changing information environment. Boston: McGraw-Hill/Irwin,Cop
- Hutt, M.D., Speh, T. W. 2007. Business marketing management: B2B. Mason, Ohio: Thomson South-Western
- Ghuri, P. N., Gronhaug, K. 2005. Research Methods in Business Studies, A practical Guide. Harlow: Pearson Education
- Kapferer, J. 2004. The new strategic brand management. London: Kogan Page
- Kotler, P. 2000: Marketing Management. New Jersey: Prentice Hall International.
- Kotler, P. 2003. Marketing Management. New Jersey, Pearson Education.
- Kotler, P. 2009. Marketing Management. Upper Saddle River, N.J.: Pearson/Prentice Hall
- Kotler, P., Pfoertsch, W. 2006. B2B brand management. New York: Springer.
- Pelsmacker, P., Geuens, M., Bergh, J. V. 2007. Marketing Communications A European Perspective, Second edition, Harlow: Financial Times Prentice Hall
- Vitale, R. P., Giglierano, J. J. 2002. Business-to-business marketing: analysis & practice in a dynamic environment. Masson (OH) : South-Western

Internet

- Brand. 2011. Accessed 05 Apr 2010. [WWW document].
http://en.wikipedia.org/wiki/Brand_image
- Brand Loyalty. 2009. Accessed 10 Oct 2010. [WWW document].
http://en.wikipedia.org/wiki/Brand_loyalty
- Marketing research. 2001. Accessed 15 Oct 2010.
http://en.wikipedia.org/wiki/Marketing_research

Jiulongzui. 2008. Accessed 21 Feb 2010.
<http://www.jiulongzui.com/>

Jiulong. 2010. Accessed 03 Mar 2011.
http://www.js178.com/zhaoshang/index_17548

Johnson, D.2009. Accessed 20 Oct 2010.
<http://todvdjohnson.blogspot.com/2009/08/reliability-and-validity-in.html>

Quantitative research. 2010. Accessed 18 Oct 2010.
http://en.wikipedia.org/wiki/Quantitative_research

wines market. 2009. Accessed 20 Feb 2011.
<http://finance.gansudaily.com.cn/system/2009/08/10/011215628.shtml>

Thesis

Jaakko Aro, Ville Koskipirtti. 2006. Adjusting global brand marketing strategy in local market area. Espoo

Jianfei Sun. 2010. Brand image in Cola drinks case: Future Cola of Wahaha Group Co.Ltd, China. Espoo

Interview

Zhang Liang. 2011. Face to face interview with Chengde marketing manager, 15 Feb 2011. Jiulongzui Co.Ltd

LIST OF FIGURES

Figure 1 the structure of thesis	8
Figure 2 a simple marketing system (Kotler & Keller 2009, 49)	11
Figure 3 structure of flows in a modern exchange economy (Kotler & Keller 2009, 49)	11
Figure 4 the four P components of the marketing mix	12
Figure 5 the role of B2B brands (Kotler 2006, 52).....	18
Figure 6 sequence of brand building processes (Kotler & Pfoertsch 2006, 106)	18
Figure 7 creating brand power (Kotler & Pfoertsch 2006, 165).....	20
Figure 8 brand strategy model (Kotler & Pfoertsch 2006, 170).....	20
Figure 9 The brand building pyramid with brand strategy and architecture (Kotler & Pfoertsch 2006, 185)	21
Figure 10 Positioning a brand (Kapferer 2004, 100)	24
Figure 11 how brand equity generates value (Aaker 1996, 9)	25
Figure 12 flow chart of marketing management (Kotler 2009, 68).....	23
Figure 13 theoretical framework of the thesis.....	23
Figure 14 Research process (Ghauri & Gronhaug 2005, 30)	28
Figure 15 brands of white wine in supermarket assortment	31
Figure 16 duration of cooperation	32
Figure 17 quality survey about three brands.....	32
Figure 18 the survey of relationship between quality and price	33
Figure 19 package survey about three brands	33
Figure 20 the importance of channels in promotion.....	34
Figure 21 successful promotion of three brands	35
Figure 22 the importance of communicate with three supplier	36
Figure 23 communicate with three supplier	36
Figure 24 delivery system of three brands	37

LIST OF TABLES

Table 1 business-to-business versus consumer marketing-summarizing the differences.....	11
Table 2 the common communication platforms.....	12
Table 3 b2b brand history.....	14

APPENDICES

Questionnaire for supermarkets' supervisors

Research about Jiulongzui 38° wine

Dear Sirs,

Here is Yue Zhao from Laurea University of Applied Science. It is my pleasure to send you this email for research about Jiulongzui, and if you can spend your time to read this and answer, it will be my honour. The main aim for this questionnaire is about Jiulongzui 38° wine products and its brand image based on your views and experiences. Please be attention and Thank you very much for your cooperation.

1. Location

2. Do you have following white wine brands in your supermarket assortment?

Please circle the right alternative

Jiulongzui	Yes	No
Hengshui	Yes	No
Bancheng	Yes	No

3. How many brands of white wine do you have in your supermarket assortment?

Please circle the right alternative

1-5 6-10 11-15 16-20 Over 20

4. How many years have you sold those white wine brands that mentioned in question 2 in your supermarket?

Please circle the right alternative

Jiulongzui	Under 1	1-2	3-4	5	Over 5
Hengshui	Under 1	1-2	3-4	5	Over 5
Bancheng	Under 1	1-2	3-4	5	Over 5

5. How would you rate the following brands as a quality with 38% alcohol?

Please circle the right alternative: 1= very good quality 2= over average 3=average 4= less than average 5=poor

Jiulongzui	1	2	3	4	5
Hengshui	1	2	3	4	5
Bancheng	1	2	3	4	5

6. How would you rate the relationship quality/price of following white wine brands with 38% alcohol?

Please circle the right alternative 1= very good 2= good 3= average 4= less than average 5 = poor

Jiulongzui	1	2	3	4	5
Hengshui	1	2	3	4	5
Bancheng	1	2	3	4	5

7. How do you find the white wine packages mentioned below?

Please circle the right alternative 1=very stylish 2=fairly stylish 3=not stylish nor unstylish just ok 4=fairly unstylish 5= very unstylish

Jiulongzui	1	2	3	4	5
Hengshui	1	2	3	4	5
Bancheng	1	2	3	4	5

8. How important do you find each of the bellows listed information channels in white wine promotion?

Please circle the right alternative 1=very important 2= important 3=not important nor unimportant 4=fairly unimportant 5=unimportant

Newspapers	1	2	3	4	5
Brochures	1	2	3	4	5
TV commercials	1	2	3	4	5
Samples	1	2	3	4	5
Personal selling	1	2	3	4	5
Sales presentation	1	2	3	4	5
Point of purchase	1	2	3	4	5
Web media	1	2	3	4	5
Fairs and trade shows	1	2	3	4	5

9. How successful do you find the overall promotions of the following brands?

Please circle the right alternative 1=very successful 2=fairly successful 3=not successful nor unsuccessful 4= fairly unsuccessful 5= very unsuccessful

Jiulongzui	1	2	3	4	5
Hengshui	1	2	3	4	5
Bancheng	1	2	3	4	5

10. How important do you find that the white wine product sales agent should visit your supermarket?

Please circle the right alternative 1=very important 2= important 3=not important nor unimportant 4=fairly unimportant 5=unimportant

1 2 3 4 5

11. How often do those brands sales agents visit your supermarket?

Please circle the right alternative 1=never 2=rarely 3= sometimes 4=often 5=very often

Jiulongzui	1	2	3	4	5
Hengshui	1	2	3	4	5
Bancheng	1	2	3	4	5

12. How fast delivery system do you find that the following brands in average have?

Please circle the right alternative 1=very fast 2=fairly fast 3=not fast nor slow 4=fairly slow 5=very slow

Jiulongzui	1	2	3	4	5
Hengshui	1	2	3	4	5
Bancheng	1	2	3	4	5

Opening questions:

How could Jiulongzui further strengthen the relationship with your supermarket in white wine marketing?

In your view, how could Jiulongzui strengthen its brand image in the future?

Additional comments

Thank you!